

Council on Postsecondary Education  
July 22, 2002

New Program Approval  
Bachelor of Science in Sport Business  
Northern Kentucky University

Action: The staff recommends that the council approve the Bachelor of Science in Sport and Fitness Administration/ Management (CIP 31.0504) proposed by Northern Kentucky University.

Northern Kentucky University proposes a Bachelor of Science in Sport Business. The council staff recommends approval of this program based on evidence of its potential contribution to educational and economic development in NKU's region.

The program will prepare students for the growing number of positions in sport event management and marketing, sports media, athlete services, sports manufacturing and distributing, and sports finance and legal affairs. NKU's proposal addresses the five questions, indicating ways this program will attract regional high school students who are preparing for college study and place students in sports business jobs.

Representatives from more than a dozen businesses, including the Cincinnati Reds, Kentucky Speedway, Turfway Park, and independent sport agents, serve on an advisory board to assist in the development of the program.

Collaboration is an essential element of the program. NKU has signed agreements with two universities offering similar programs—the University of Louisville and Morehead State University. These agreements will increase opportunities for students by creating a sports business case competition with rotating hosts and providing joint faculty and student research activities. The three institutions will work together to co-sponsor a sports business symposium, jointly place student interns, and promote a related master's degree offered by MoSU. NKU will offer a course required for all three programs through the Kentucky Virtual University beginning in summer 2003. A baccalaureate program transfer framework will serve students transferring to any of the three universities from the KCTCS or any other university.

Using the Kentucky Postsecondary Program Proposal System, NKU posted the proposed program to the council's Web site. It was reviewed without objection by the other Kentucky public and independent institutions, resulting in the collaborative agreements with UofL and MoSU.

NKU is eligible for automatic approval to submit new program proposals, according to the Committee on Equal Opportunities' criteria.

The NKU Board of Regents approved the program at its May 8, 2002, meeting.

An executive summary prepared by NKU follows.

Staff preparation by Barbara Cook

**Northern Kentucky University**  
**Program Proposal: Sports Business**

Program Title: Sports Business

CIP Code: 31.0504

Degree: Bachelor of Science in Sports Business

Proposing Department: Management and Marketing in the College of Business

**Prepare Kentuckians for Life and Work**

Northern Kentucky University's proposed Sports Business program is a multidisciplinary study of business principles and processes applied to the sports industry. The undergraduate major in Sport Business is a College of Business major supported by courses in the Communications and Physical Education Departments. The program is designed to prepare students for a variety of career and leadership opportunities in sport business. Fields include event suppliers, event management and marketing, sports media and law, athlete services, manufacturing and distribution, facilities and facility supply, college athletics, and sports finance.

The program prepares students for the operation of sport programs at various levels. Most importantly, it provides a strong foundation in business applications for students and graduates who wish to pursue positions in other industries. The curriculum includes a required internship that provides students with experience prior to degree completion. The internship is a benefit for students seeking entry-level positions or advancement opportunities upon graduation.

The Sports Business program's specific academic goals will build the following knowledge and skill areas.

- Research/analysis
- Technology
- Marketing and promotion planning
- Communications skills (oral, written, team building, selling)
- Global issues in the sports industry
- Legal issues in the sports industry

While the required curriculum prepares students for career opportunities in the sports industry, the Sports Business program also helps NKU and the College of Business fulfill their mission.

It serves undergraduate students. No similar sports business program exists in the Greater Cincinnati region. The program encourages research opportunities within the College of Business and with other NKU faculty in various disciplines. Currently, two faculty members in the Department of Management and Marketing are engaged in sports business research, with funding for a new faculty member already approved. The program provides a natural laboratory for field studies and opportunities to tackle the applied problems of sports business practitioners in the metropolitan region. In addition to the College of Business faculty, there are other NKU

faculty in communications and physical education who conduct sports industry research. This program would encourage more collaboration among faculty of various disciplines.

The proposed program also will feature activities done in collaboration with similar programs in the state and the business community: a required internship and an annual symposium featuring research by faculty and students. An advisory board (members listed below) has been established for the program. This advisory board will serve as a link to the sports business network.

- Brad Blettner, Cincinnati Reds, Director of Corporate Marketing
- Brian Goldberg, Sports Agent
- Bruce Flory, Masters Tennis Series, Executive Director
- Don Schumacher, DSA, President
- Jon Hayes, Firststar Bank, Vice President, Professional Sports Division
- Kevin Molony, Five Seasons Country Clubs, Managing Director
- Mark Simendinger, Kentucky Speedway, President
- Robert Elliston, Turfway Park, President
- Stu Eversole, Lakota Schools, District Athletic Director
- Tom Allen, Skyline Chili, Corporate Vice President for Marketing
- Tom Gamble, DSA, Executive Vice President and 1360 Radio Personality
- Tom Garrity, Mighty Ducks, President
- Tom Jones, TPC at River's Bend, Director of Marketing
- Pat Moynahan, NKU, Interim Dean, College of Professional Studies
- Jane Meier, NKU, Athletic Director